

Under the High Patronage of His Majesty King Mohammed VI



XIX WORLD WATER CONGRESS
International Water Resources Association (IWRA)
Marrakech, Morocco | 1-5 December 2025

Kingdom of Morocco



Ministry of
Equipment and Water

TERRA-POD

"THE FUTURE OF FARMING IN A CAPSULE" bY THE WILDCARDS

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ALLAH, Zakaria Rekhla, saad hadadia

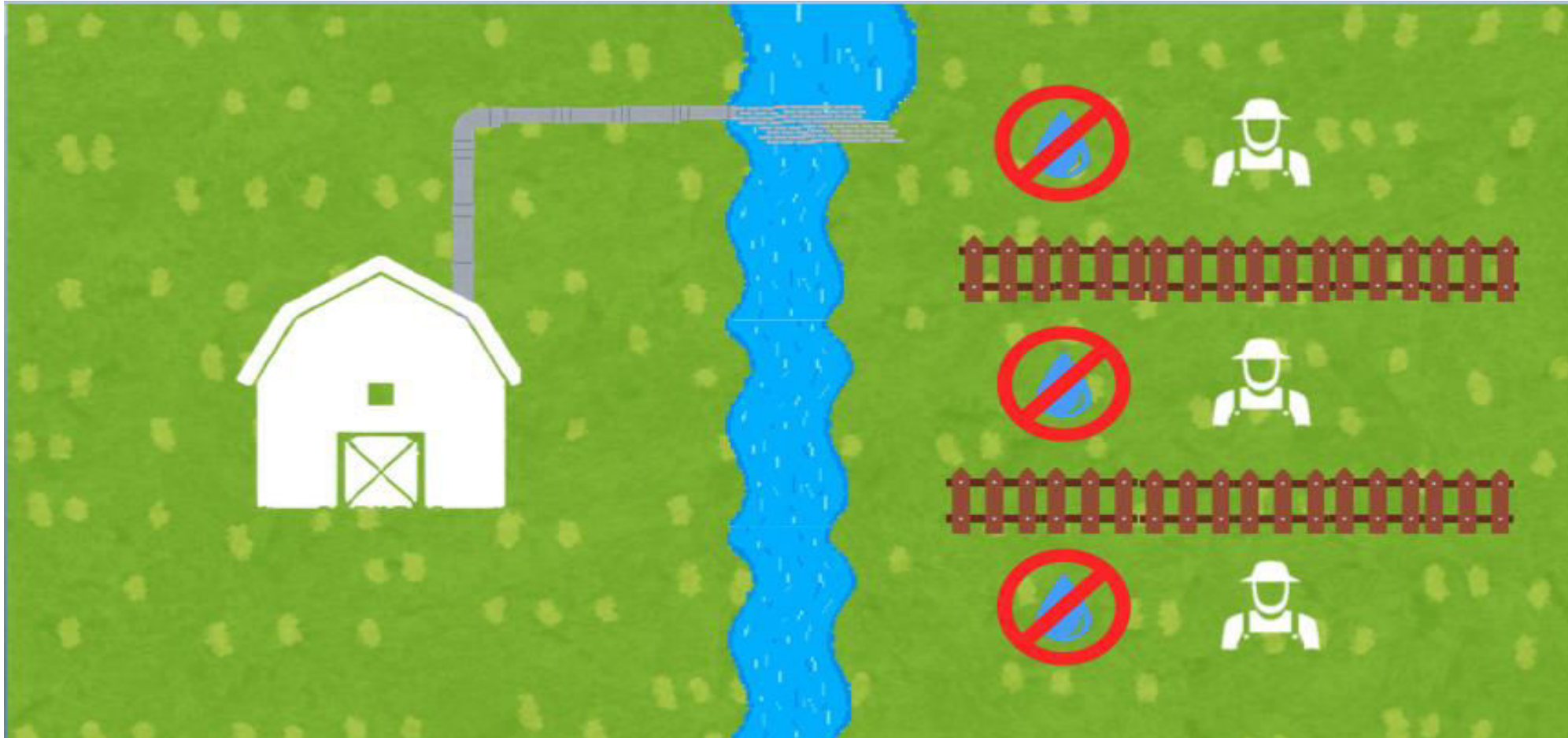
University of Cadi Ayyad, UCA, Faculty of Sciences Semlalia, LISI
laboratory

02/11/2025

Probleme



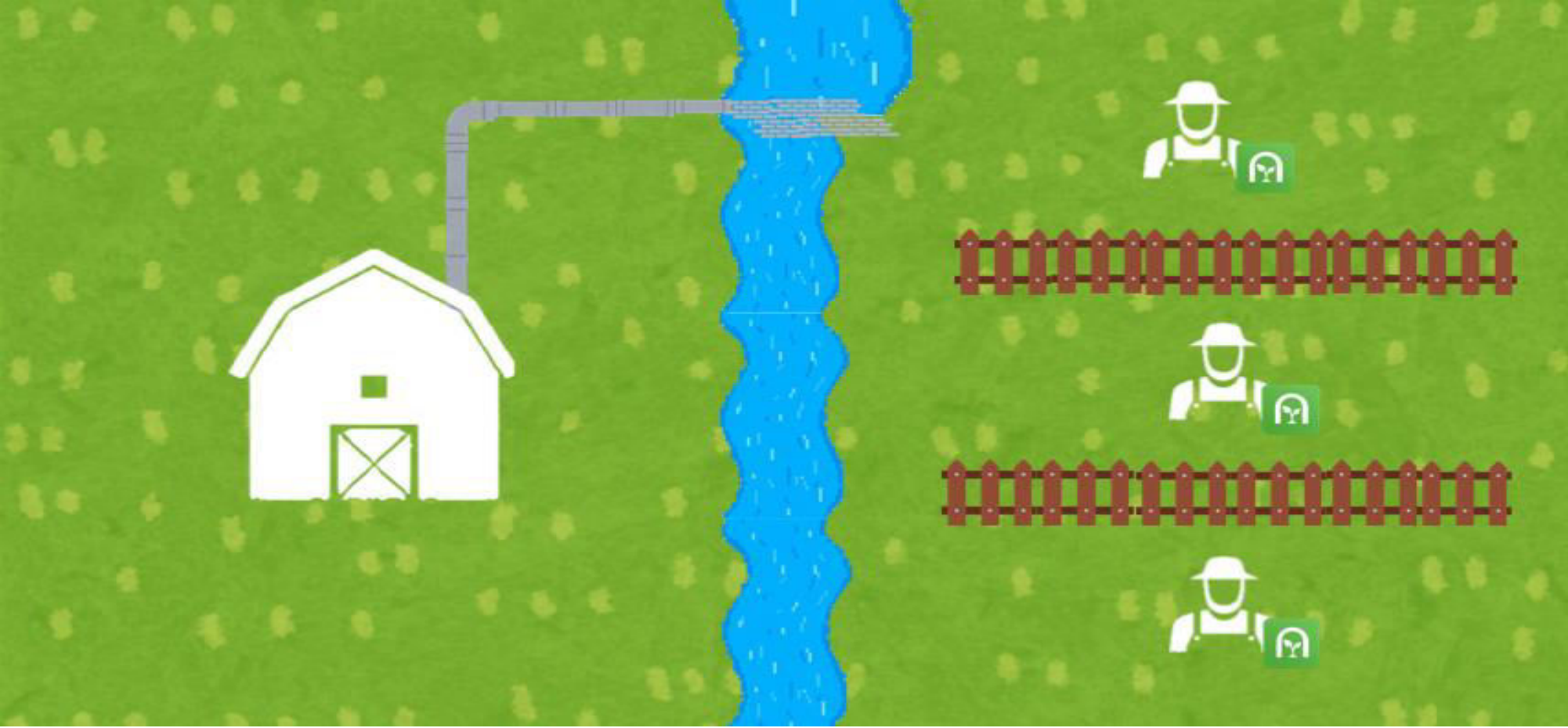
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Objective



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Our Target

MIDDLE CLASS FARMER ENTREPRENEUR

An Average Moroccan Farmer that owns around
3 to 4 Hectares



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SOLUTION



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PRODUCT



SERVICE

**WE CHOSE TO OFFER TO SOLUTIONS TO REDUCE THE
COST AND HANDLING OF THE PROCESS**



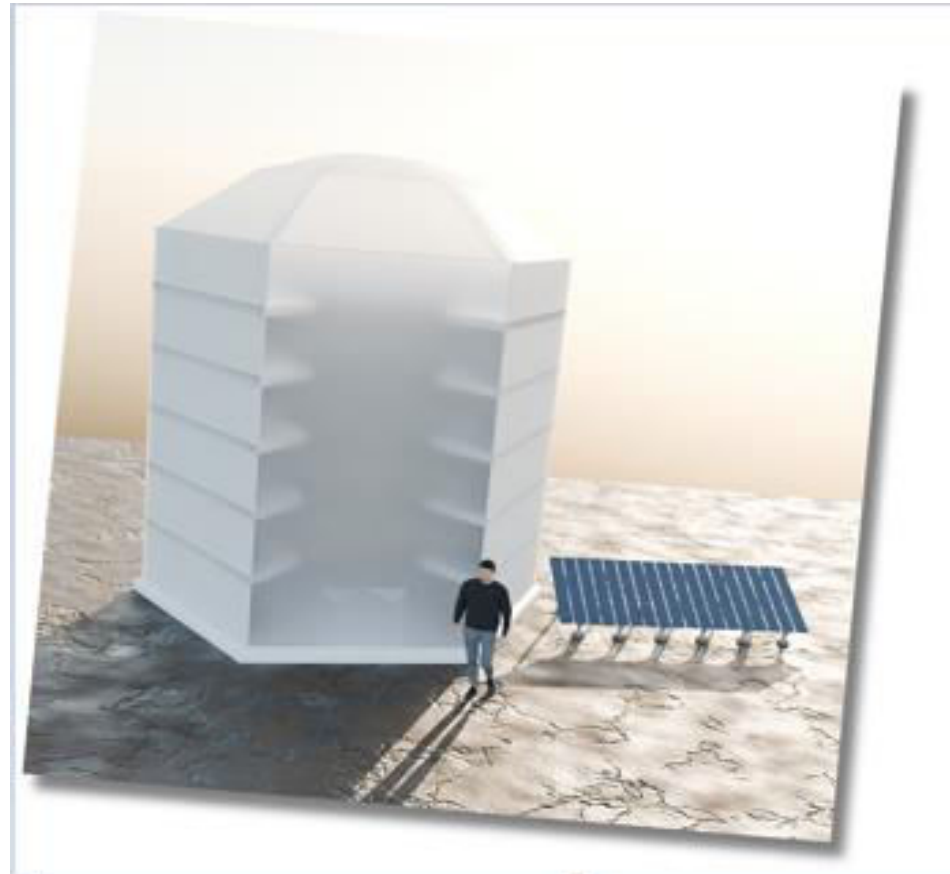
PRODUCT



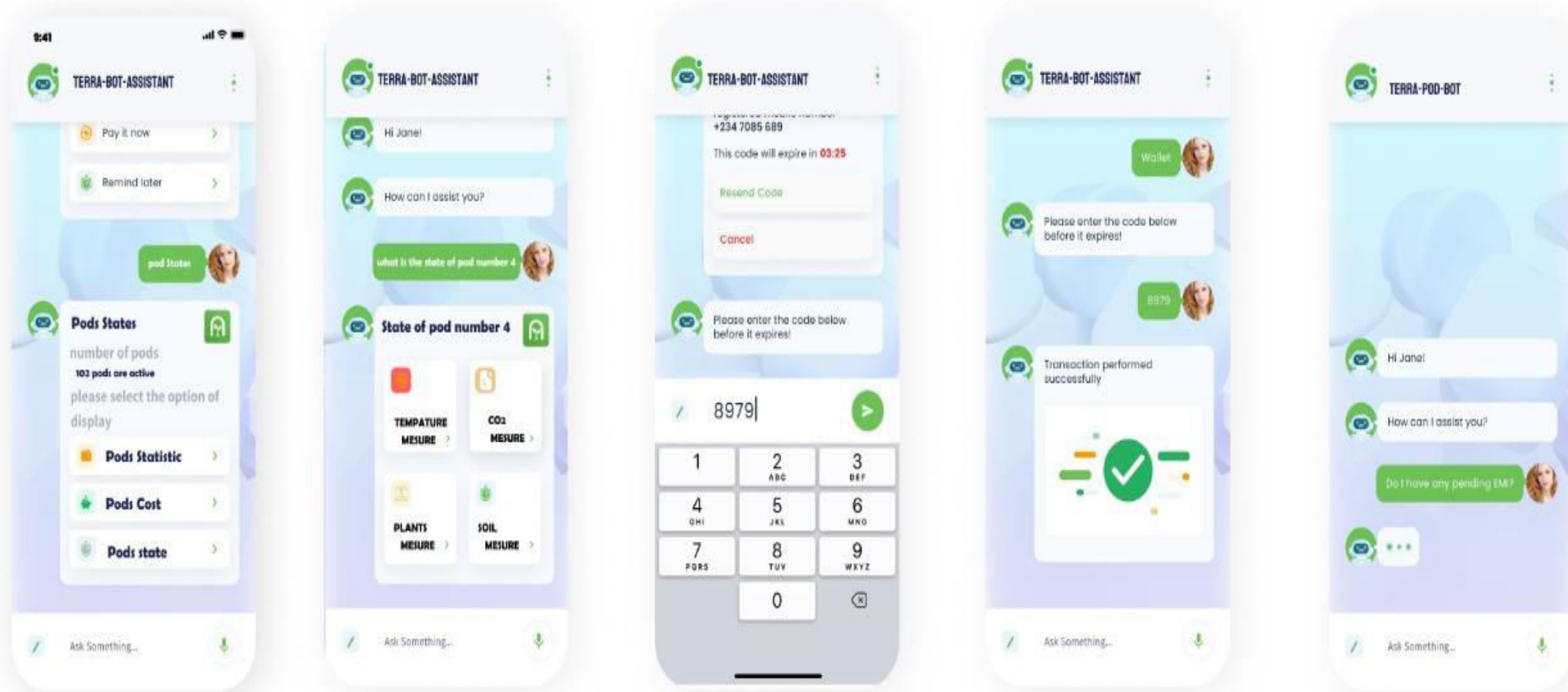
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3D MODELS



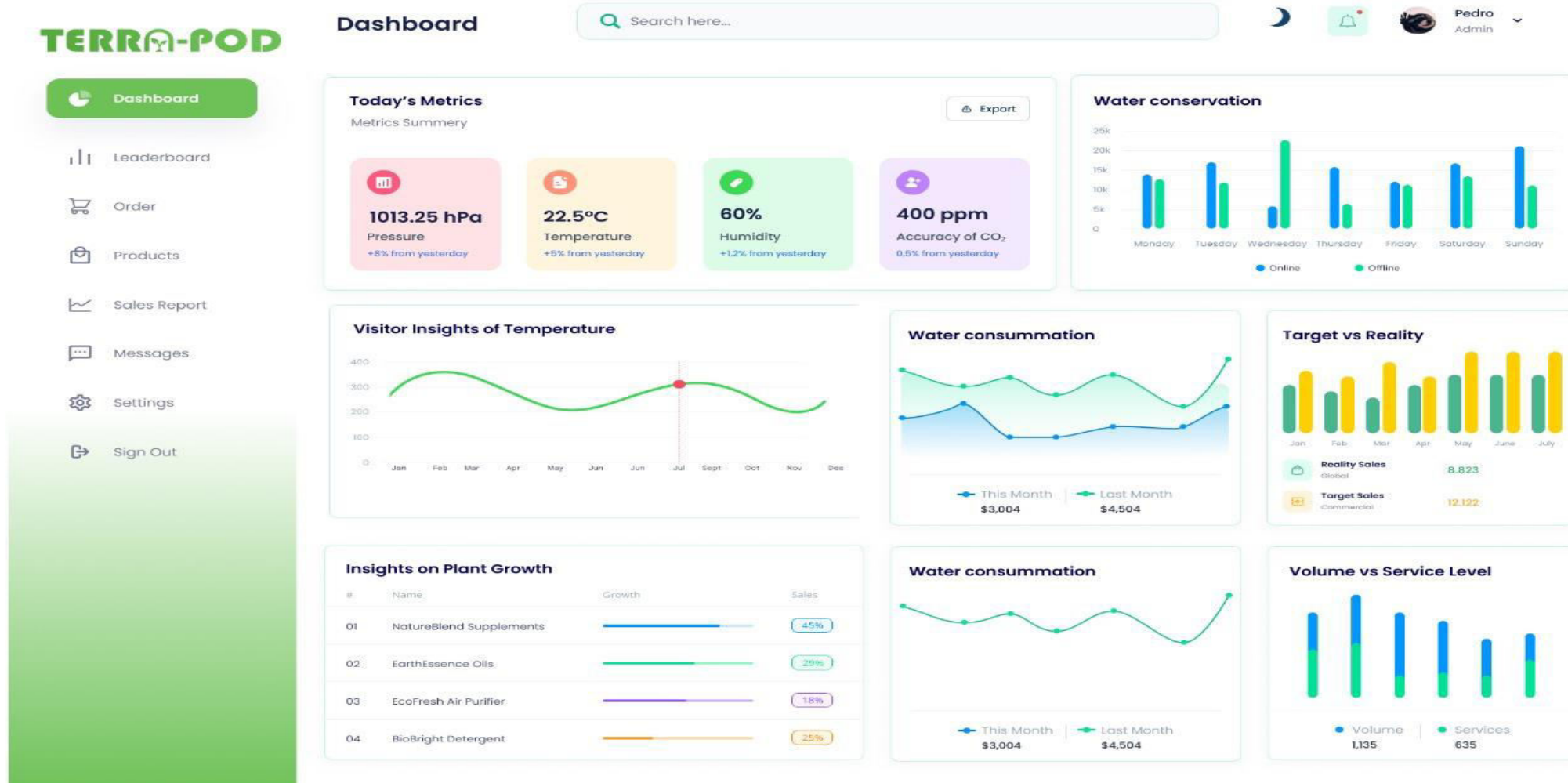
SERVICE



SERVICE: DESKTOP VERSION FOR LABS & RESEARCH



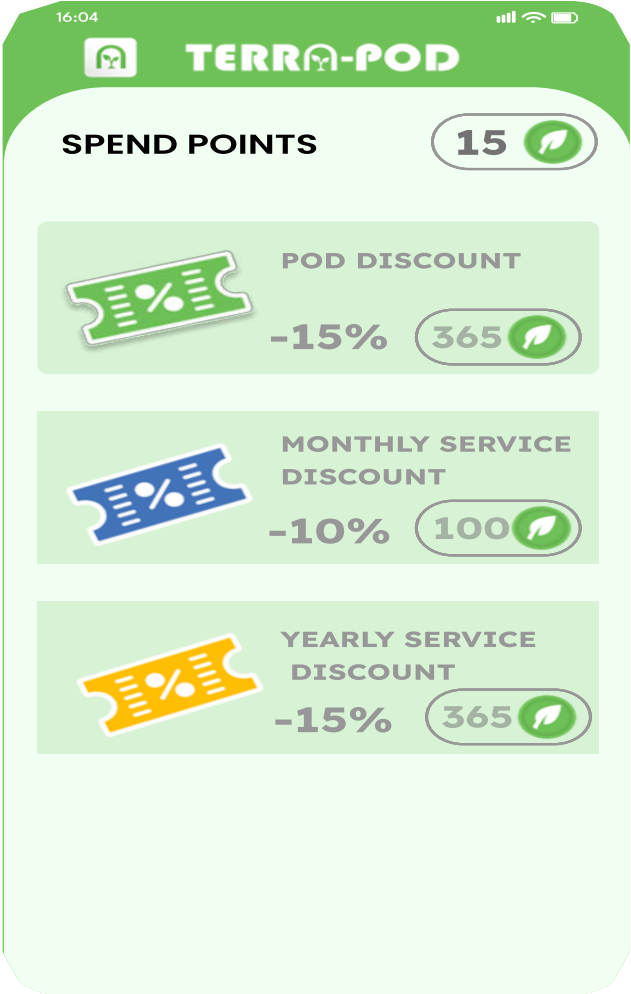
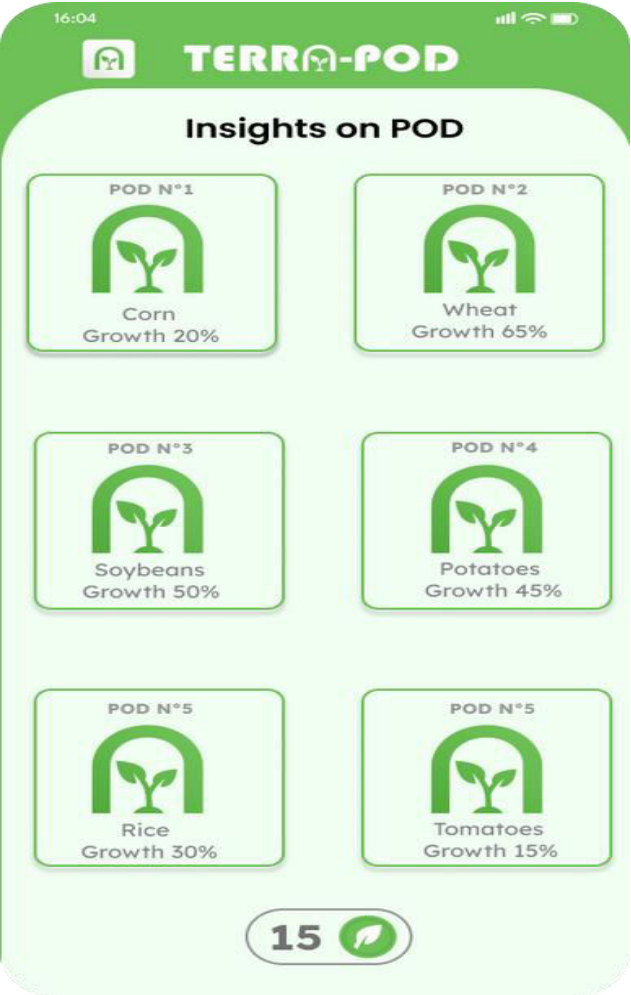
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SERVICE: MONITORING & TERRA-POINTS CONCEPT



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Business Model Canvas

Designed For: **TERRA-POD**

Designed by: **The WildCards**

Date: **24/01/2025**

Version: **1**



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<p>Key Partners</p> <p>Material Suppliers:</p> <ul style="list-style-type: none"> • Example: Local companies like Atlas Green Recycling and OT Plastique for recyclable plastics and eco-friendly materials. <p>Technology Providers:</p> <ul style="list-style-type: none"> • InnovaTech for AI algorithms, Moroccan IoT Solutions for sensors, and Al-Waha Tech for water filtration technology. <p>Agricultural Experts:</p> <ul style="list-style-type: none"> • INRA (Institut National de la Recherche Agronomique) for agricultural research. <p>Government and NGOs:</p> <ul style="list-style-type: none"> • Ministry of Energy, Mines and Environment for subsidies and AMPE (Association Marocaine pour la Protection de l'Environnement) for environmental initiatives. <p>Distribution Channels:</p> <ul style="list-style-type: none"> • Local logistics companies like CTM and Supratours for global distribution. 	<p>Key Activities</p> <p>Our activities focus on designing, prototyping, and testing modular pods to ensure quality and efficiency. We integrate advanced AI for monitoring, chatbots, and analytics, while emphasizing eco-friendly manufacturing with recyclable materials. To reach our audience of small farmers, mid-sized companies, and individuals, we actively promote the product and collect agricultural data to enhance research and development. Additionally, we provide dedicated customer support to ensure seamless use and satisfaction.</p>	<p>Value Propositions</p> <p>Eco-Friendly Solution:</p> <ul style="list-style-type: none"> • Pods made from recyclable materials and designed to preserve water. <p>Scalable Design:</p> <ul style="list-style-type: none"> • Modular pods that can be stacked vertically, adaptable to space and needs. <p>AI-Driven Efficiency:</p> <ul style="list-style-type: none"> • Automated monitoring, temperature control, and environmental adjustments. <p>Affordable Access:</p> <ul style="list-style-type: none"> • Designed to prevent monopolization and support small farmers. <p>Versatile Use:</p> <ul style="list-style-type: none"> • Suitable for home use, small farms, and mid-sized companies. <p>Sustainability Focus:</p> <ul style="list-style-type: none"> • Reducing water usage and promoting environmentally friendly agriculture. 	<p>Customer Relationship</p> <p>Personalized Support:</p> <ul style="list-style-type: none"> • Dedicated helplines, chatbot assistance, and online tutorials. <p>Subscription Services:</p> <ul style="list-style-type: none"> • Offering AI monitoring and analytics updates for a monthly fee. 	<p>Customer Segments</p> <p>Mid-Sized Companies:</p> <ul style="list-style-type: none"> • High-yield, optimized pods for commercial use. <p>Small Farmers:</p> <ul style="list-style-type: none"> • Affordable and scalable pods for localized farming. <p>Urban Home Gardeners:</p> <ul style="list-style-type: none"> • Compact and user-friendly pods for indoor or backyard use. <p>Research Institutions:</p> <ul style="list-style-type: none"> • Agricultural data for innovation and scientific studies.
<p>Cost Structure</p> <ul style="list-style-type: none"> • ingredients and raw materials • standard administrative fees • salary and contribution • marketing and communication • purchase and maintenance of technical equipment. 		<p>Revenue resources and pricing model</p> <ul style="list-style-type: none"> • sale of capsules and technical equipment for plant monitoring • providing intelligence services • data processing collection 		





Needs	Details	Cost
Title here raw material	<ul style="list-style-type: none">Galvanized steel pipesPolyethylene Film	5,500 MAD 12,000 DH
Services	<ul style="list-style-type: none">Online customer support	0 MAD
human intervention	<ul style="list-style-type: none">welding labor	~ 500 - 1,000 MAD
Machines	<ul style="list-style-type: none">Ventilation SystemIrrigation SystemIoT and Automation<ul style="list-style-type: none">Sensors (soil moisture, temperature, humidity): ~5 sensors.IoT ControllerSolar Power System (Required Power: ~2–3 kW)	~2,500–4,500 MAD ~1,000–2,500 MAD ~2,500–3,000 MAD ~6,000–9,000 MAD
Autre	<ul style="list-style-type: none">Logistics	~1,000-1,500 MAD



MOVING FORWARD



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Social Impact



Economic Impact



Environmental Impact



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Thank you!

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Abderrahman DAKIR ALLAH, Zakaria Rekhla, saad
hadadia
Ilyass Otmani | LinkedIn

www.worldwatercongress.com